Mid-Liner's market is expanded

The Mack Mid-Liner MS200P series of medium diesel trucks now is certified for sale in California. The Mid-Liner, introduced in the 49-state version in 1979, has a turbocharged and aftercooled six-cylinder engine and is built in France by Renault.

'82 California debut set for Class 7 Mid-Liner

ALLENTOWN, Pa. — Mack Trucks, Inc., which has been marketing the Class 6 Mid-Liner MS200 mid-range diesel truck in California since last April, will have a second model certified for sale in that state in 1982.

Richard F. Murphy, Mid-Liner marketing and sales vice president, said the Class 7 MS-300 tractor and platform models will be available in California starting in April.

The trucks, first introduced in the 49 states in 1979, are built to Mack specifications by Renault of France and now are marketed throughout North America through more than 200 Mack branches, dealers and distributors.

The Mid-Liner has been available only through Mack outlets since its introduction in the U. S., but Murphy said the company may consider offering the franchise to non-Mack retailers in 1982.

In 1980, the Mid-Liner's first full year in the North American market, MS200 model sales totaled 1,509 units accounting for 7.4 percent of Class 6 diesel registrations, according to Murphy.

He estimated 1981 sales of the MS200 and Class 7 MS300 models will total about 2,700 units, and noted that the MS200 accounted for 9.1 percent of Class 6 diesel registrations in the first six months of 1981.

"We expect to sell 4,000 of these trucks in 1982 and 4,500 in 1983, but realization of these objectives will depend very much on market conditions," Murphy said.

Currently, the Mid-Liner is available only with a single rear axle, he said, and there are no plans at this time to offer a tandem axle.

"Initially, we concentrated Mid-Liner's marketing efforts on Mack customers who run mid-range diesel vehicles, but with the experience and confidence we've gained, we're selling to a full range of users," he said.

"We're selling to produce operators, beverage haulers, small contractors, retail furniture outlets, municipalities for refuse collection, rental and leasing companies and people in agricultural fields," he said.

The Mid-Liner is equipped with a number of domestic components and parts, and Murphy

Continued on Page 15, Col. 1

truck industry news

But overall truck sales for month, year trail '80 totals

Compacts, vans gain in November

A sharp upturn in sales of compact pickup trucks, sparked by a fast start for the new General Motors domestic entries, and continued improvement in van volume highlighted the industry's November sales reports.

But sales of most other light trucks, the mediums and heavies still are hurting, causing the total for both the month and the 11-month period to lag behind the year-earlier figures.

During the month, according to preliminary reports, the nation's franchised dealers and factory outlets retailed 157,385 trucks of all types, a decline of 8.6 percent from last year's 172,258 units.

Through November, the total also was down 8.6 percent, from 2,315,244 a year ago to 2,116,596.

In November, sales of the compact pickups — both imports and domestic units — totaled 39,086, an increase of 34.4 percent over the 29,522 retailed in the same month a year ago.

The 11-month count, however, was off 3.7 percent to 459,477 units, compared with 477,033 in the like period in 1980.

In spite of a steep slump in sales of captive imports during the month, the total number of deliveries of the Japanese-built compacts was 5.4 percent higher than a year ago, 29,255 versus 27,749.

The 11-month count, on the other hand, was down 7.6 percent to 419,173 units, compared with 453,598 through November in 1980.

Sales of the non-captive nameplates — Toyota, Datsun, Mazda and Isuzu — were up 43.4 percent during the month and 12.9 percent for the January-November period.

In November, dealers retailed 20,124 units, compared with 14,038 a year ago. The 11-month count was 267,640, versus 237,151 in 1980.

The captive imports — Ford Courier, Chevrolet LUV, Dodge Ram 50 and Plymouth Arrow — were down 33.4 percent in November, from 13,711 units a year ago to 9,131.

Through November, the total was 151,533, a decline of 30 per-

Continued on Page 25, Col. 1

Datsun extends truck incentive until Jan. 4

Datsun has extended its "Fall Truck Bucks" program, due to end Dec. 31, to Jan. 4, ostensibly because everyone would have been out of the office at the Dec. 31 conclusion of the program.

Datsun employes return Jan. 4 from their holiday shutdown.

Volkswagen of America's program on Porsche 924 turbo and non-turbo models has been helping move some of those models.

VWoA gave dealers $1,000 on non-turbo and $500 on '81 model Turbo 924s in stock as of Nov. 11.

It also threw in an extra $1,000 per vehicle for units retailed, delivered and registered during the Nov. 11 - Jan. 31 period.

There's also a special $1,000 on a maximum of two turbos and two non-turbo (four - car maximum) demonstrator units in stock as of Nov. 11.

IH program weighs 'true ownership cost'

CHICAGO. — A fuel-efficient approach to specifying line-haul truck-tractors has been developed by International Harvester's Truck Group that compares computer projections of fuel savings versus financing charges for new equipment.

Called the "IH Fuel Fighter," the program's objective is to document to high-mileage truck operations how they can actually be losing money by deferring truck - replacement purchases despite current high interest rates.

A key ingredient in the program is the identification of high fuel costs when related to total truck-operating expenses.

According to T. E. Reimers, Truck Group marketing vice president, the program is based on "demonstrating to truck operators what their true 'cost of ownership' is. His initial investment and finance costs are only part of the total life expenses of running a truck.

"For example," he said, "it may cost $362,000 to finance and operate a certain truck over four years, and fuel alone will account for $217,000 or 60 percent of that cost."

Reimers noted that savings of $30,000 per truck over a three-year period are possible with an International "Fuel Fighter" model. The figures he added, are documented by a payback analysis based on the company's Truck Computer Analysis of Performance and Economy (TCAPE).

"The system is programmed to take all fuel-economy factors into account and to indicate the effects of various combinations of engines, transmissions, rear-axle ratios, GVW/GCW, radial versus bias-ply tires, tire size, automatic fan, air deflectors and the new IH rear-cab extenders," he explained.

- Using TCAPE, the amount of fuel to be used per year for an operator's current truck is calculated and predictions are adjusted to the actual use figures. These are compared to adjusted predictions for fuel consumption by a corresponding IH fuel Fighter model. The added financing costs to purchase a new truck are factored in and the differences are compared.

"Most owners are amazed, but this program shows them in 'real-world' figures that it is far less expensive to purchase a new fuel-efficient truck now than to continue running their current model," Reimers said.

The Fuel Fighter program involves four International heavy over-the-road tractor models:

Continued on Page 15, Col. 3

3-year property—light trucks, tractors—now included

C.I.T. expands tax-benefits plan

NEW YORK. — C.I.T. Corp. has expanded its program that enables firms to sell tax benefits derived from the purchase of new capital goods to include equipment that qualifies for depreciation over three years.

Previously, the C.I.T. program, called the Economic Recovery Finance Plan, was available only for property that qualifies for depreciation over five years under the new Accelerated Cost Recovery System (ACRS) of the Economic Recovery Tax Act of 1981.

Three-year property includes light-duty trucks, tractor units for over-the-road use, machinery and equipment for research and development, and other short-lived tangible property as described in guidelines issued by the Internal Revenue Service.

Five-year property includes most other industrial equipment and machinery, according to the IRS.

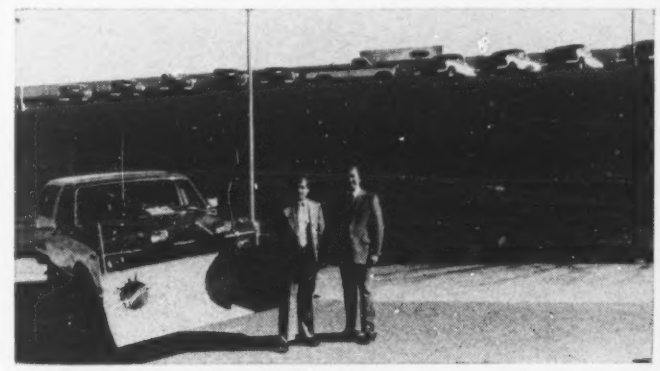
Under the new tax law, firms that purchase new equipment have three months from the day they put the equipment into service to effect the sale of the investment-tax credit and depreciation associated with the purchase.

Firms that finance three-year equipment through C.I.T. may sell the tax benefits derived from their purchase for 13.2 percent of the equipment's selling price. The price paid for tax benefits sold on five-year equipment financed through C.I.T. is 16.1 percent.

Both prices apply to new-equipment purchases of at least $100,000 made on or before Dec. 31, 1981. The prices are different because the value of the tax benefits is different. The investment-tax credit on three-year equipment, for example, is 6 percent; on five-year equipment, it's 10 percent.

According to C.I.T., the price paid for tax benefits will likely decline after Dec. 31 because companies that purchase tax benefits receive the same amount of depreciation regardless of

Continued on Page 15, Col. 1



Right time for a snowplow driveaway

Ford Division's Boston district sales office picked the ideal time for its largest 4x4 snowplow driveaway ever — two weeks prior to New England's heaviest snowfall in three years, up to 24 inches in many areas. Thirty-five pickups and Broncos were driven by Ford dealers from Boston to the New England Patriots/New York Jets football game in nearby Foxboro. With one of the units is Nat S. Pendleton, right, assistant district sales manager, and Phil H. Fitzgerald, general field manager.

But overall truck sales for month, year trail '80 totals

Compacts, vans gain in November

Continued from Page 14

cent from the 216,447 units retailed in the same period last year.

In the first full month they were on the market, sales of the GM compact S-trucks totaled 7,609 units — 6,769 Chevrolet S-10s and 840 GMC S-15s. The two-month count was 9,256, with Chevrolet dealers accounting for 8,249 units and GMC dealers 1,009.

• A surge in demand for van conversions is a major factor in the increase in sales of these vehicles. In November, 24,442 of these units were sold, an increase of 3.2 percent over the year-earlier 23,686.

The van upturn, however, didn't begin until midway in the second quarter, so the 11-month total was down 5.5 percent, from 326,784 units in 1980 to 308,805.

Ford was the only Big Three van producer reporting a downturn in November. Its sales totaled 9,201 units, off 9.5 percent from the 10,168 retailed in 1980.

Chevrolet's van sales during the month were up 14.8 percent to 8,129 units, compared with 7,080 last year; GMC's were 14.3 percent higher, from 1,286 a year ago to 1,470, and Chrysler's count was up 9.6 percent, from 5,149 to 5,642 units.

Ford and GMC, however, were the only makers reporting an increase in 11-month van sales.

Ford dealers retailed 124,534 units through November, 4.1 percent higher than last year's 119,588, while the GMC total was up 7.3 percent to 21,257 units, compared with 19,816 a year ago.

The Chevrolet count for the 11 months was off 2.8 percent, from 98,003 in 1980 to 95,210. Chrysler sales were off 24.1 percent through November to 67,804 units, compared with 89,377 the previous year.

• Sales were down from a year ago in all three market segments for the 11-month period, with the smallest decline in the light-truck segment.

Through November, 1,903,991 light trucks were retailed, off 7.6 percent from last year's 2,060,878. Mediums were down 19.2 percent, from 90,112 a year ago to 72,801, while the heavies were off 14.9 percent to 139,804, compared with 164,254 last year.

The Motor Vehicle Manufacturers Assn. reported that its members' dealers retailed an estimated 137,000 trucks in November, down 13.2 percent from the 157,859 units sold in the same month a year ago.

The 11-month total was 1,845,384 units, a decline of 11 percent from last year's 2,074,392.

Big Three truck manufacturers reported their dealers retailed 124,414 units during the month, down 12.3 percent from the year-earlier 141,819. The 11-month total of 1,641,739 units was off 11 percent from last year's 1,845,230.

With the strong performance by the S-10, Chevrolet outsold Ford in November, rolling up 53,599 sales. The total was down 0.6 percent from the year-ago 53,898. LUV sales in November, however, dropped 54.1 percent below last year, 2,475 versus 5,388.

Through November, Chevrolet remained in second place in sales with 633,281 units, off 9.5 percent from the year-ago 699,854. The LUV count was off 28.1 percent, from 83,507 units in 1980 to 60,028.

Ford dealers sold 45,756 vehicles during the month, down 24.1 percent from last year's 60,277. The total included 4,859 Couriers, an increase of 5.1 percent over the year-earlier 4,625.

Going into the final month of the year, Ford had a commanding lead with 678,279 sales, a decline of 8 percent from last year's 737,268. Courier sales were down 17.4 percent, from 72,749 a year ago to 60,056.

Chrysler's November sales were off 8.1 percent to 13,233 units, compared with 14,395 in 1980. Ram 50 sales totaled 1,296 units, off 42.9 percent from the year-ago 2,749, while the Arrow count was down 47.2 percent, from 949 to 501.

Through November, Dodge and Chrysler-Plymouth dealers sold 171,329 trucks, off 27.4 percent from the year-ago 235,833. The Ram 50 count dropped 45.3 percent to 23,267 units, compared with 42,554 in 1980. Arrow sales were off 53.6 percent, from 17,637 last year to 8,182.

GMC dealers retailed 11,836 units during the month, a decline of 10.7 percent from the year-earlier 13,249. The 11-month total of 158,850 was down 7.8 percent from last year's 172,275 units.

• Sales of Jeep four-wheel-drive vehicles dropped 16.6 percent in November to 5,139 units, compared with 6,163 a year ago. The 11-month total was down 18.9 percent, 58,639 versus 72,291.

Volkswagen dealers retailed 2,222 Rabbit compact pickups during the month, a gain of 25.3 percent over the previous year's 1,773. Through November, sales were 32.5 percent higher than a year ago, from 23,435 to 31,046 units.

Sales of the medium and light-heavy Mercedes trucks in November were down 27.3 percent, from 361 units in 1980 to 261. The 11-month count was 3,572, a dip of 3.5 percent from last year's 3,701.

Good gains in November were reported by importers of three of the four non-captive compact pickups.

Toyota dealers retailed 9,044 units during the month, 43.3 percent higher than last year's 6,310. Through November, the count was 125,866, an increase of 1.7 percent over the year-earlier 123,769.

During the month, 8,054 Datsuns were sold, up 14.2 percent over last year's 7,053. The 11-month total of 109,260 units was 3.9 percent higher than the 105,172 retailed through November, 1980.

Mazda said its dealers sold 1,594 pickups in November, up 136.1 percent over last year's 675 units. The 11-month count soared to 15,912 units, an increase of 93.8 percent over the year-ago 8,210.

Isuzu dealers retailed 1,432 vehicles during the month, bringing the calendar-year total to 16,602 units. The Isuzu truck was introduced in the U.S. market late in the second quarter.

Big Three November, year-to-date truck sales

	November 1981	November 1980	Year to date 1981	Year to date 1980
Ford				
Vans	7,539	8,117	101,599	96,437
Club Wagon	1,662	2,051	22,938	23,151
Courier	4,859	4,625	60,056	72,749
Bronco	2,736	3,370	32,817	36,755
Conventional Pickups	25,544	38,394	413,279	443,850
Mediums	2,765	3,063	38,843	51,141
Heavies	651	657	8,747	13,185
Chevrolet				
Vans	6,853	5,931	82,391	82,265
Sportvan	1,276	1,149	12,819	15,738
S-10	6,769	.....	8,249	.....
LUV	2,475	5,388	60,028	83,507
El Camino	2,131	3,152	31,558	38,345
Blazer	1,617	1,589	20,058	24,969
Suburban	1,240	1,017	18,534	19,292
Conventional Pickups	30,286	34,155	379,815	405,631
Mediums	952	1,517	19,829	30,107
Chrysler				
Vans	3,754	3,696	45,607	63,556
Voyager	305	349	4,295	6,169
Ram Wagon	1,583	1,104	17,902	19,652
Arrow	501	949	8,182	17,637
Ram D-50	1,296	2,749	23,267	42,554
Trail Duster	67	201	1,575	3,125
Ramcharger	362	429	4,711	7,015
Conventional Pickups	5,355	4,918	65,790	76,125
GMC				
Vans	1,470	1,286	21,257	19,816
Caballero	218	394	3,800	4,156
S-15	840	.....	1,009	.....
Jimmy	331	372	4,377	5,207
Suburban	287	204	4,101	3,924
Conventional Pickups	6,626	7,892	90,973	94,919
P models	279	260	3,322	3,439
Mediums	999	1,410	18,086	22,883
Heavies	786	1,431	11,925	17,931

Israel develops vehicle driven by hydraulic motors

ASHKELON, Israel.—The Lizard, a cross-country vehicle in which each wheel is independently powered by a hydraulic motor, has been unveiled by Ashot Ashkelon Industries.

The Lizard is the first complete vehicle developed by the firm, a maker of automotive components and assemblies.

The vehicle's 47-horsepower engine powers four variable displacement hydraulic pumps, which in turn activate four hydraulic motors, one at each wheel. There is no drive train or transmission. A single hand lever controls forward or reverse.

Each wheel is independently suspended, so there are no axles.

Front and rear sections of the Lizard are joined by a single bearing, to permit lateral pivoting in extremely rough ground.

Developers say the vehicle can climb over obstacles up to 40 inches high.

Versatile plant

Janet Stone loads an automotive rear window onto a roller conveyor to transport it to a tempering furnace at PPG Industries' Evansville (Ind.) plant, the company's only domestic facility that can produce both tempered side and rear windows and laminated windshields.

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Runyon sees 5-year deficit for U. S. arm

Nissan says wages will keep its ink red

Continued from Page 9

inishing the workforce.

"If you increase your output in a U. S. plant without adding workers that's called a speedup by the UAW," he said. "In Japan, Nissan had 49,000 employes 10 years ago and they produced 29.2 cars per employe. Now they have 57,000 employes and they produce 49 cars per employe and they call that productivity. They think that's good, and it must be because they're selling the cars."

Runyon also points the finger at the UAW for poor quality, and he has made it clear he does not want the union to organize the Smyrna truck plant. In the past he has said "you won't get the cooperation necessary to build a quality product with the union."

NMMC has consulted labor/management attorneys about how to operate in a union-free environment, Runyon said. One, Gail Kreusch, is the general counsel.

The problem, he said, is the adversarial relationship that exists between the UAW and the auto companies which will not change quickly.

Runyon charged that working with management the way the Japanese unions do is not the UAW way.

"In Japan the unions want the company to be successful because they participate in the profits of that success," he said. "The UAW, on the other hand, is not really interested in that. They are interested in having membership. I think their stated purpose as stated by (UAW President Douglas A.) Fraser is organization and to be influential in the political arena. In Japan, the unions are interested in the social welfare of the workers and the safety of the workers.

"The UAW is interested in making its membership grow, which is what the PPH days do, what the added relief time does and what the 35 hour week does. All those are aimed at increasing membership. Sure, they're good for people, but they aren't good for productivity.

"That's another thing the Japanese people are interested in — productivity — because they know that without productivity they are not going to prosper. All these things are not natural to the UAW. The UAW is an adversarial union. I've worked with the UAW for over 37 years so I know where I come from in that regard."

Runyon was vice president, body and assembly operations, for Ford Motor Co. when he retired in June, 1980. He joined Ford in 1943.

A UAW spokesman said, "with bosses' attitudes like these, the soon-to-be-hired Datsun workers may need more than a union—they may need a squadron of AWACs and a number of concrete bunkers."

Martin Gerber, UAW vice president, organizing, accused Runyon of supporting a prejudiced and warped view. He said Runyon is attempting to brainwash the workers by generating anti-union sentiment years before NMMC reaches full-employment.

The UAW is also very concerned about the social welfare of its membership, he said.

"Shorter work time and a short work week give more jobs," he said. "It's the way to achieve prosperity—through full employment. Our objective is to increase the lifestyle of the American worker."

The UAW has made it clear it will attempt to organize the Nissan facility. The majority of the workers in that plant will not be hired until 1983 so any full-strength organizational attempt probably will not be attempted for some time.

Gerber said he is displeased that there is an adversarial climate so early in the organizing game. He said Runyon is "sounding the clarion call too early in the morning to start the battle."

But, according to an article in the Nashville Tennessean, the UAW will have an uphill battle. That paper recently interviewed hourly workers currently employed at the plant and found they don't seem to be interested in belonging to the UAW. Comments included "We didn't invite them (the union) to the party" and "What can a union do for us that Nissan can't?"

The enthusiasm comes from Nissan's participatory management concept which allows workers to have a say-so in everyday operations. According to Runyon, it is management "from the bottom up rather than from the top down." He said the administrative personnel will not be very involved in running the plant.

Nissan has also eliminated much of the thick middle-management area so prevalent in the U. S. industries. According to Runyon, there are five levels of management — the president, six vice presidents, three plant managers, three operations managers and five or six supervisors.

Of those management people, only five will be Japanese—the vice president for quality assurance, the manager of in-process inspection, the vice president for product design, the manager of chassis design and the manager of supplier quality who checks U. S. products to see if they meet Japanese standards.

Many of the workers will be going to Japan for training in the Nissan way. There are currently 16 maintenance technicians and six maintenance supervisors in Japan. The first technicians go over for nine weeks, come back for four, go back to Japan for 10, then home for four and back again for another 10.

None of the workers are referred to as employes. They are technicians.

The plant built on rock

Nissan Motor Mfg. Co.'s new assembly plant will be partially built on solid rock. The site offers a solid base for the stamping operations. The building will be two-thirds of a mile long and will house three operations—body, frame and stamping; paint, and trim and chassis. There is also a 1.6-mile high-speed test track on the site.

factories list auction dates

American Motors

Dec. 22—Apto Auto Auction, Taylor, Mich.; D-A Auto Auction, New Stanton, Pa.

Dec. 23—Central State Auto Auction, Mason City, Ia.

1982

Jan. 5—D-A Auto Auction, New Stanton, Pa.; Ohio Auto Auction, Columbus, O.

Jan. 6 — Minneapolis Auto Auction, Minneapolis, Minn.

Jan. 7—Evansville Auto Auction, Evansville, Ind.; Todd Auto Auction, Telford, Pa.

Jan. 12—Aptco Auto Auction, Taylor, Mich.

Jan. 13—Dallas Auto Auction, Grand Prairie, Tex.; Central States Auto Auction, Mason City, Ia.; Southern Auto Auction, Warehouse Point, Conn.; Sand Mountain Auto Auction, Boaz, Ala.

Jan. 14—Atlanta Auto Auction, Red Oak, Ga.; Golden Gate Auto Auction, Fremont, Calif.

Jan. 15—Floyd Hauhe Auto Auction, Bridgeton, Mo.; Concord Auto Auction, Acton, Mass.

Used car sales

Auction Averages

December to date	$4,049
Month ago	$4,371
Year ago	$3,517

Model breakdown

Auction Averages

	DECEMBER TO DATE	NOVEMBER*	OCTOBER
1981	$6,612	$6,689	$7,074
1980	5,362	5,454	5,697
1979	4,321	4,657	4,922
1978	3,451	3,782	3,731
1977	2,492	2,733	2,927
1976	1,982	2,099	2,140
1975	1,374	1,562	1,628
1974	1,084	1,166	1,258
Overall Average	$4,049	$4,315	$4,384

*revised

used-car auction directory

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Some dealers, areas report good sales

It's not all gloom in auto business

Continued from Page 1

other dealers in Crockett have formed their own dealer association to promote new-car sales and the industry. They advertise together without using prices. Their goal is to build up the town as an automotive trade center, something Sullivan said he had seen done elsewhere with a large measure of success.

The local friendly competition includes a Chevrolet-Buick outlet, a full-line Chrysler dealer and an Oldsmobile - Pontiac - GMC Truck operation.

Sullivan emphasized both cooperation among dealers and the importance of total involvement on the part of a professional dealer.

"A dealer must be personally involved," he said. "I'm active in a great number of civic organizations. It keeps our name before the public and we are serving the community which is our market."

A Volkswagen of America factory rep in Texas said the state's metropolitan areas enjoy a good balance of business ventures—e.g., banking, oil, shipping, diversified manufacturing —that combine to keep the economy strong.

"Building (the building industry) is fantastic," he said. "San Antonio is growing rapidly; its population now is larger than that of Dallas, yet it has no single major industry, unless it's the military base.

"Families are coming down here in droves. Those looking for jobs need skills or they won't find jobs. But I think the unemployment in Houston is something like 3.5 percent. Jobs go begging there," he said.

Big cars still sell well in the state, said the VW rep. Customers no longer worry about gasoline supplies.

Dallas-Fort Worth is Porsche-Audi's hot sales spot, while VW pinpoints the Sunbelt areas of Texas, Florida, Louisiana and Georgia as its current best locales.

The factory man said VW's floor-plan assistance program and a continuing stream of incentive promotions have helped push sales.

• In sharp contrast to such factory measures is the long-standing total-care philosophy which keeps buyers coming back to the Penske Cadillac in Downey, Calif.

"The way we take care of our customers explains the fact that we are one of the top Cadillac dealers here," said the general sales manager. "We don't forget people after the sale. We follow through on complaints and keep in touch, whether the customer bought a car two years ago or eight."

"The best deal is not always the best price," he said.

The dealership enjoys the loyalty of both customers and staff: The average length of service for sales people is eight years, and service employes have been with the operation as long as 20 years, he said.

According to Cadillac, the New York zone (New York-New Jersey-Connecticut) is its top sales areas, and Zone Manager Joe Fetzer said Manhattan dealer Victor Potamkin is the Number One dealer.

"We work hard, and we work even harder when the going gets tough," Potamkin said, explaining why his sales will be up 80 percent over 1980.

"There are people who make things happen—that's us; and there are people who watch things happen.

"Manhattan is a Cadillac town," he said. "Here, Cadillac outsells Chevrolet, Ford, Plymouth, Datsun, Toyota, and we're looking for a good year in 1982."

Potamkin sold more than 6,000 new Cadillacs in 1980. He said his grosses will be about the same this year, and of the $140 million he takes in, 2 percent, or $2.8 million, will be reinvested in sales through newspaper, TV and radio advertising.

A large piece of Potamkin's business is limousine sales. He sold over 600 in three stretched sizes in 1980, more than half of them to individuals. He said limo customers are seeking the security and increased comfort this type of car offers, and at $35,000, he said, the price is right.

• Another northern region where sales are good is Chicago, an established foothold for Chrysler Corp. products. It's not the Sunbelt. Instead it is a city with a large blue-collar population and that's the market, said Dodge dealer Dick Everman.

Everman has held the reins at Suburban Dodge Sales in Berwyn, Ill., for the past 17 years. He was in high spirits in mid-December. He reported a 30-percent increase in sales this past year, and a $150,000 turnaround in his profit-loss picture —a turnaround for the better.

"I've been around an automobile dealership all my life, and I have never seen a better lineup for dealers to offer than we (Chrysler Corp. dealers) now have," Everman said.

Another plus is the quality of new products. Everman said cars are not coming back to the dealership with problems. "We have to remind people to bring them in for scheduled checks," he said.

"When I first took over the dealership, I cultivated a working relationship with a local bank," he said, citing the availability of credit for the dealership and its customers as pivotal in his success.

"Never has there been a year when it cost more to be in the automobile business," he said.

Everman said he intends to increase his inventory, in the belief that customers do not want to order their new cars from sales books. He paid a compliment to his staff which he said had proven its loyalty by staying with him through times when their earnings haven't gone up as fast as the cost of living.

Dealer success stories are being penned elsewhere, as well, but they have the common themes of planning and perseverence, plus confidence in their products and the future of the domestic industry.

NHTSA's First Family awarded membership

NHTSA Administrator Raymond Peck, center, with his daughter, Sara, and wife, Debbie, were awarded membership in the American Seat Belt Council's Saved by the Belt Club, represented by ASBC President Charles H. Pulley. The Peck family was involved in a serious auto accident on the Chesapeake Bay Bridge in Maryland last spring, but escaped with minor injuries. The adults were wearing seat belts, and Sara was in a child restraint when their car was hit from behind.

Edgar F. Kaiser, 73, dies; builder of cars and Jeeps

SAN FRANCISCO. — Edgar F. Kaiser, described as the "international architect" who guided the expansion and diversification of Kaiser enterprises on a global basis, died here Dec. 11 after a long illness. He was 73.

He had been an executive of the Kaiser-Frazer firms that built the Kaiser car from 1946 to 1951, the Frazer from 1946 to 1954 and the Henry J from 1950 to 1954. Jeep was a part of the Kaiser interests in the 1950s and 1960s.

At the time of his death, Mr. Kaiser was chairman emeritus and honorary director of Kaiser Aluminum & Chemical Corp., Kaiser Cement Corp., Kaiser Steel Corp. and the Kaiser Foundation Health Plan, Inc., and Kaiser Foundation Hospitals. Earlier, he was chairman of the board of those companies for 20 years.

Mr. Kaiser was born on July 29, 1908, in Spokane, Wash., the son of the late Henry J. Kaiser, founder of the Kaiser enterprises. Edgar F. Kaiser joined Kaiser company in 1930 as superintendent of a pipeline project in Kansas. He played a role in the construction of the Hoover, Bonneville and Grand Coulee dams and, during World War II, was general manager of three Kaiser shipyards in Portland, Ore.

In 1947, Mr. Kaiser was appointed general manager of Kaiser-Frazer Corp., which was manufacturing autos in Willow Run, Mich. Kaiser-Frazer became Kaiser Motors Corp. in 1953 when it acquired the operating assets of Willys Overland, Inc., including its Jeep operation.

After 1955, Kaiser Motors built only Jeep vehicles. The name was changed to Kaiser Industries in 1956 and Edgar Kaiser was named president. Mr. Kaiser became chairman of the board of Kaiser Industries in 1968.

Kaiser sold its Jeep operation to American Motors in 1969. Kaiser Industries continued as the parent firm of the Kaiser companies until its liquidation in 1980.

Mr. Kaiser was a past director of Bank America Corp. He served on presidential councils during the Kennedy, Johnson, Ford and Carter administrations and received numerous awards for promoting economic and social reforms.

He was awarded the President's Medal of Freedom in 1969 for his efforts to increase the availability of low and moderate income housing while heading President Johnson's committee on urban housing.

Vining joins Ovshinsky firm

TROY, Mich. — Richard A. Vining, former executive vice-president of manufacturing, engineering, product development and purchasing at Chrysler Corp., and a former member of Chrysler's board of directors, has joined Energy Conversion Devices, Inc., as vice-president, Thermoelectric Division.

Stanford R. Ovshinsky, president of ECD, said plans for commercialization of ECD's proprietary developments in thermoelectricity (the direct solid-state conversion of heat to electricity) are being accelerated.

Early-December car sales dip to year's low of 126,234

By Jenny L. King
Staff Writer

Early - December domestic new-car sales set a record of sorts: They reached a record low for the 1981 calendar year thus far, both in actual numbers and in the daily selling rate.

Dec. 1-10 retail sales totaled 126,234, down 27.82 percent from the year-ago 174,898 and the lowest since 1958 when 93,919 cars were sold.

The daily selling rate was 14,026, down from 19,433 last year.

Prior to this period, the low for 1981 was 128,041 in the first period in January, and its 16,005-daily selling rate had been the worst average.

Year-to-date sales missed the six million mark by 25,000 units and were 4.88 percent behind 1980. Through Dec. 10, the total was 5,974,944 compared with 6,281,730 a year earlier.

All five U. S. auto makers were down for the period, and Cadillac was the only make to report an increase. Standard-size Cadillac was the number-five selling nameplate Dec. 1-10, its first appearance in that lineup this year.

General Motors dropped 26.44 percent, to 79,880 from 108,585 last year. Ford Motor Co. sales of 24,733 were down 37.68 percent from 39,688. Chrysler Corp. slipped 14.62 percent, to 15,826 from 18,535. Volkswagen of America was off 16.12 percent, to 3,095 from 3,690, while estimated sales of American Motors passenger cars were 2,700, down 38.64 percent from 4,400.

• GM's share of the early December market was 63.28 percent, up from 62.08 percent in 1980. Ford sales accounted for 19.59 percent, down from 22.69 percent. Chrysler earned 12.54 percent of the domestic market, up from 10.60 percent. VWoA cornered 2.45 percent, up from 2.11 percent, and AMC stood at 2.14 percent compared with 2.52 percent a year ago.

Cadillac was the only winner in the make sales standings. Cadillac rose 27.25 percent in early December, to 7,192 from 5,652 last year. The other GM makes dropped: Chevrolet was down 36.69 percent, Buick was down 32.50 percent, Pontiac was down 30.27 percent and Oldsmobile was down 9.74 percent.

Ford Division plunged 39.97 percent, Mercury dropped 35.15 percent and Lincoln was down 16.00 percent.

Chrysler missed its year-ago level by just 2.14 percent, Plymouth was down 13.27 percent, Dodge was down 19.21 percent and Imperial plummeted 73.72 percent.

Oldsmobile Cutlass (including Supreme) was the top - selling nameplate in early December, with sales of 8,494 units. It was followed by Chevrolet Chevette at 6,544, Chevrolet Citation at 5,832, standard Chevrolet (Impala - Caprice) at 5,386 and a newcomer, standard Cadillac, at 4,473.

A year ago the top five were: Citation, Ford Fairmont, Chevette, Ford Escort and standard Chevrolet.

Nault to expand shop

MANCHESTER, N. H.—Richard Nault has disclosed plans for construction of a 30-bay addition to the service facility at Nault Ford here.

DOMESTIC SALES

	Dec. 1-10, 1981	Dec. 1-10, 1980
AMERICAN MOTORS	2,700†	4,400†
Chrysler	3,288	3,360
Imperial	72	274
Plymouth	6,246	7,202
Dodge	6,220	7,699
CHRYSLER CORP.	15,826	18,535
Ford	16,918	28,184
Mercury	6,261	9,654
Lincoln	1,554	1,850
FORD MOTOR	24,733	39,688
Buick	16,675	24,666
Cadillac	7,192	5,652
Chevrolet	27,438	43,337
Oldsmobile	18,546	20,547
Pontiac	10,029	14,383
GENERAL MOTORS	79,880	108,585
VOLKSWAGEN	3,095	3,690
INDUSTRY TOTAL	126,234	174,898

†Estimate

For first time since May

Year's auto output falls below 1980

By Patricia Hoffman
Staff Writer

For the first time in almost seven months, year-to-date auto output has slipped below the comparable 1980 total. The last time this happened was the week ended May 23.

So far this year, the makers have assembled 6,225,156 cars, down slightly from 6,244,882 completed at this time in 1980.

The return of six Ford assembly points last week helped boost estimated output up 20.04 percent from 97,589 the previous week to 117,149. The total, however, was 10.65 percent below the 131,110 cars built in the comparable 1980 week.

Breakdown for the week by company is: General Motors, 65.12 percent; Ford, 21.34 percent; Chrysler Corp., 7.85 percent; Volkswagen of America, 3.51 percent and American Motors, 2.18 percent.

Checker Motors' Kalamazoo facility remained idle last week after an early holiday downtime which began Nov. 18. No start-up date has been scheduled yet for the plant.

Chrysler closed two of its assembly points early for the holidays last week. The St. Louis plant will remain idle until Jan. 11, and the Newark facility will be closed until Jan. 18. The extensive downtime at both plants is to control inventories.

Also down for the holidays are General Motors' Leeds and Lordstown facilities. Leeds, which was idled Dec. 7 to convert to the J-car, is slated to return Jan. 11. Lordstown, which closed Nov. 25 due to poor market conditions, is slated to resume production Jan. 4.

GM's Janesville point remains down for a five-month changeover to the J-car. The facility closed Oct. 19.

Volkswagen of America will close the doors for the holidays at its Westmoreland facility at the normal time (Dec. 23). The point will remain idle until Jan. 11, at which time it will cut Rabbit production from 822 units a day, to 749 units a day. Approximately 350 employes will be placed on indefinite layoff.

Ford resumed production last week at its Lorain, Kansas City, Chicago, Dearborn, Wayne and Wixom facilities.

Ford's Metuchen and San Jose points were idle last week for inventory control.

All car assembly points will be closed Wednesday (Dec. 23) for the holidays.

Pittsburgh agency to handle all Rockwell ads

PITTSBURGH.—A hometown incumbent picked up Rockwell International's $10 - $12 million advertising account. Effective in February, Ketchum MacLeod & Grove will handle all of Rockwell's accounting. It previously shared the business with Campbell-Ewald, Warren, Mich.

KMG's "proven high technology capability, particularly on the West Coast where we needed it;" its successful handling of Rockwell accounts it already had and its Pittsburgh location "near our corporate headquarters" were cited by Phil Jacques, Rockwell's corporate ad director, as chief reasons for the selection.

"We lost to the hometown boys," said one adman whose agency had been pitching the account.

"They (Rockwell) gave us a very good briefing," he added. "They were nice people to work with. We have a lot of respect for them. Someday we'll do business. We're disappointed, but we understand the logic of their choice."

Runners-up included Clinton E. Frank, a Campbell-Ewald subsidiary; Kenyon & Eckhardt, Troy, Mich.; Young & Rubicam, New York, and N. W. Ayer, New York.

Gains by Ford boost week's truck production

Production at all of Ford Motor Co.'s assembly plants helped boost truck production substantially last week. The Ford gains overcame losses caused by early holiday downtime at International Harvester's Ft. Wayne and Springfield facilities.

Truck output last week was scheduled at 37,935 units, a gain of 22.74 percent from 30,907 in the previous week. But the total was 7.36 percent below the 40,947 in the comparable 1980 week.

Year-to-date output for the truck manufacturers is 1,601,517, up 2.63 percent from 1,560,513 in the comparable 1980 period.

Four Ford plants returned to work last week, Kansas City, Michigan, San Jose and Kentucky.

International Harvester's Ft. Wayne and Springfield facilities closed last week (Dec. 14) for the holidays. Both points are slated to return Jan. 4.

All truck facilities will halt production Wednesday (Dec. 23) for the holidays.

Volkswagen of America's Westmoreland plant returns Jan. 11, pickup truck production will be cut from 118 units a day to 107 units a day.

Canadian car production declines, but trucks gain

Although Canadian auto production dropped 5.39 percent last week due to downtime at Ford Motor's Oakville facility, the return of General Motors' Scarborough (van) plant helped boost truck output 17.15 percent. The truck total was up despite early holiday closings at International Harvester's assembly points.

Last week, the auto makers scheduled 14,353 units, down from 15,170 the previous week and down 15.66 percent from 17,018 in the comparable 1980 week.

The truck manufacturers slated 10,972 units last week, a gain from 9,366 units the previous week, but down 16.43 percent from 13,129 in the comparable week last year.

So far this year, the auto makers have assembled 785,181 units, down 4.69 percent from 823,790 in the comparable 1980 period.

Year-to-date output for the truck makers is 497,895, down slightly from 500,929 at this time last year.

General Motors' St. Therese car facility remained down last week. It has been idle since Nov. 30 because of poor market conditions. The plant will remain down through the holidays with operations slated to resume Jan. 11.

Ford's Oakville facility was idle last week for inventory adjustment, and Ford's St. Thomas plant returned last week with production of the three-door and five-door Escort and Lynx. St. Thomas was idle the week of Dec. 7.

International Harvester's Vancouver and Chatham facilities closed early for the holidays last week and are expected to return Jan. 4.

Most Canadian assembly points will close Dec. 23 for the holidays.

U. S. CAR PRODUCTION

	Week Ended Dec. 19, 1981	Week Ended Dec. 20, 1980	Week Ended Dec. 12, 1981	Dec. to Date	Jan. 1 to Dec. 20, 1980	Jan. 1 to Dec. 19, 1981
AMERICAN MOTORS	2,550*	3,275*	2,550*	5,100*	162,888*	114,772*
AMX	.....	.....	.....	.....	.....	.....
Spirit	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
Eagle	.....	.....	.....	.....	.....	.....
Pacer	.....	.....	.....	.....	.....	.....
CHRYSLER CORP.	9,200	3,610	16,302	34,595	614,130	744,660
Plymouth Total	4,500	319	6,817	15,117	281,213	363,957
Horizon	2,400	.....	2,290	6,520	141,735	137,568
Reliant	2,100	.....	4,527	8,597	67,370	216,802
Volare	.....	.....	.....	.....	51,735	.....
Caravelle	.....	160	.....	.....	6,154	2,130
Gran Fury	.....	150	.....	.....	14,219	7,448
Chrysler Total	1,200	2,650	2,759	5,126	80,197	56,771
LeBaron	1,200	1,450	2,759	5,126	60,676	51,909
Chrysler	.....	1,200	.....	.....	19,521	4,862
Dodge Total	3,500	650	6,726	14,352	252,720	323,932
Omni	2,000	.....	2,304	6,125	118,933	123,809
Aspen	.....	.....	.....	.....	36,881	.....
Aries	1,500	.....	3,405	6,434	54,212	170,359
Diplomat	.....	450	.....	.....	29,630	12,644
Dodge 400	.....	.....	1,017	1,793	.....	13,438
St. Regis	.....	200	.....	.....	13,064	3,682
FORD MOTOR	24,998	37,000	3,334	30,938	1,265,206	1,288,626
Ford Division	15,738	25,110	1,334	18,186	900,185	869,333
Escort	4,110	9,432	.....	5,035	101,820	343,088
Pinto	.....	.....	.....	.....	68,179	.....
Fairmont	3,163	2,739	506	3,669	195,710	173,933
Must./Must. II	3,885	3,994	.....	3,885	223,861	146,879
Granada	3,131	3,884	828	3,959	104,162	100,372
T-Bird	1,449	3,375	.....	1,449	117,383	62,575
Ford	.....	1,686	.....	.....	89,070	40,886
EXP	.....	.....	.....	189	.....	1,600
L-M Division	9,260	11,890	2,000	12,752	365,021	419,293
Mercury Total	7,617	10,556	2,000	11,109	314,252	356,869
Bobcat	.....	.....	.....	.....	12,445	.....
Lynx	1,170	3,364	.....	1,427	35,376	114,614
Capri	1,487	1,447	.....	1,487	65,756	48,680
Zephyr	1,425	1,101	250	1,675	65,334	50,580
Cougar	2,079	2,123	446	2,525	24,079	48,744
XR-7	164	1,229	.....	164	57,064	28,332
Mercury	1,292	1,292	1,304	3,642	54,188	64,904
LN7	.....	.....	.....	189	.....	1,015
Lincoln Total	1,643	1,334	.....	1,643	50,769	62,424
Continental ('82)	822	.....	.....	822	.....	11,495
Lincoln	449	664	.....	449	21,814	25,976
Mark VI	372	670	.....	372	27,089	24,953
Versailles	.....	.....	.....	.....	1,866	.....
GENERAL MOTORS	76,289	82,590	71,812	206,882	4,008,616	3,913,160
Buick Division	14,902	18,628	14,903	41,602	758,881	858,713
Skylark	3,562	4,497	3,633	10,222	211,418	258,879
Skyhawk J	.....	.....	.....	.....	.....	.....
Century	2,030	3,754	1,998	5,539	161,206	101,724
Regal	4,665	5,538	4,665	13,100	199,222	260,216
Buick	3,240	3,814	3,261	9,152	144,230	170,006
Riviera	1,405	1,025	1,346	3,589	42,805	67,888
Cadillac Division	5,320	5,523	5,236	14,408	195,925	256,063
Cimarron	165	.....	161	441	.....	22,282
Seville	390	939	309	818	33,664	23,153
Eldorado	1,235	1,086	1,178	3,143	52,075	57,117
Cadillac	3,600	3,498	3,588	10,006	110,186	153,511
Chevrolet Division	30,255	30,980	26,322	76,968	1,704,966	1,439,921
Chevette	8,640	3,280	7,586	22,290	442,096	351,535
Cavalier	7,885	.....	1,744	4,903	.....	137,084
Celebrity	4,540	.....	3,542	10,798	.....	22,215
Monza ('80)	.....	.....	.....	.....	147,768	.....
Camaro	3,895	2,360	2,175	7,611	114,827	98,902
Citation	4,455	9,415	4,381	12,065	445,277	297,024
Malibu	2,865	6,530	3,044	8,403	262,327	221,711
Monte Carlo	3,110	3,615	2,988	8,417	120,869	137,845
Chevrolet	265	4,800	261	792	128,758	146,218
Corvette	500	980	601	1,689	43,044	27,387
Oldsmobile Division	16,498	18,464	16,201	44,496	789,335	828,869
Omega	2,400	2,554	2,280	5,624	109,236	131,286
Cutlass	4,800	9,860	4,785	13,416	381,726	358,822
Cutlass/Ciera	3,143	.....	2,980	8,359	.....	21,948
Oldsmobile	5,500	5,175	5,547	15,445	225,861	273,260
Toronado	655	875	609	1,652	72,512	43,553
Pontiac Division	9,314	8,995	9,150	29,408	559,509	529,594
Acadiant †	165	140	163	503	18,460	18,218
J2000	.....	.....	.....	3,514	.....	87,193
Sunbird ('80)	.....	.....	.....	.....	145,628	.....
T1000	477	.....	1,562	3,254	.....	87,411
Firebird	1,963	1,720	1,042	3,655	77,318	48,987
Phoenix	1,384	2,735	1,304	3,858	132,379	95,409
Grand Prix	1,640	2,400	1,645	4,678	73,206	96,945
Bonneville ('82)	1,640	.....	1,661	4,715	.....	28,321
A6000	2,045	.....	1,773	5,231	.....	15,019
LeMans	.....	1,500	.....	.....	62,554	42,027
Pontiac	.....	500	.....	.....	49,964	10,064
VOLKSWAGEN	4,112	4,550	3,591	7,703	190,896	161,929
CHECKER	.....	85*	.....	.....	3,146	2,009*
Total Cars, U. S.	117,149	131,110	97,589	285,218	6,244,882	6,225,156

TRUCK PRODUCTION IN U. S.†

	Week Ended Dec. 19, 1981	Week Ended Dec. 20, 1980	Week Ended Dec. 12, 1981	Dec. to Date	Jan. 1 to Dec. 20, 1980	Jan. 1 to Dec. 19, 1981
CHEVROLET	13,913	13,888	13,334	33,223	475,350	465,207
DODGE	3,300	1,800	3,114	8,713	115,115	95,964
FORD	13,217	14,627	4,877	21,572	577,466	610,074
GMC	3,967	5,317	4,978	12,655	153,589	171,581
INTERNATIONAL	.....	1,730	1,150*	2,065	64,921	65,934
VOLKSWAGEN	588	650	504	1,092	27,212	36,863
MACK	.....	485	.....	.....	22,443	.....
JEEP	1,500*	1,740*	1,500*	3,000*	79,601*	85,388*
AM GENERAL	50*	85*	50*	140*	8,041*	3,586*
MISCELLANEOUS	1,400*	525	1,400*	3,920*	36,775	66,920*
Total Trucks, U. S.	37,935	40,947	30,907	86,380	1,560,513	1,601,517

CANADIAN TRUCK PRODUCTION

	Week Ended Dec. 19, 1981	Week Ended Dec. 20, 1980	Week Ended Dec. 12, 1981	Dec. to Date	Jan. 1 to Dec. 20, 1980	Jan. 1 to Dec. 19, 1981
CHRYSLER CORP.	2,000	1,600	2,013	5,693	50,529	84,205
FORD MOTOR	3,130	4,476	3,067	6,437	175,478	135,199
GENERAL MOTORS	5,842	6,718	4,049	14,547	239,122	267,400
AMERICAN MOTORS	.....	.....	.....	.....	18,127	.....
INTERNATIONAL	.....	295	237	427	15,622	11,091
MACK	.....	40	.....	.....	2,051	.....
Total Trucks, Canada	10,972	13,129	9,366	27,104	500,929	497,895
N. American Trucks	48,907	54,076	40,273	113,484	2,061,442	2,099,412

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

CANADIAN CAR PRODUCTION

	Week Ended Dec. 19, 1981	Week Ended Dec. 20, 1980	Week Ended Dec. 12, 1981	Dec. to Date	Jan. 1 to Dec. 20, 1980	Jan. 1 to Dec. 19, 1981
AMERICAN MOTORS	960	600	784	1,744	3,109	34,322
CHRYSLER CORP.	2,800	1,800	2,700	7,060	69,314	67,059
FORD MOTOR	1,900	1,472	3,657	8,960	242,956	203,895
GENERAL MOTORS	8,468	12,921	7,804	22,095	498,614	469,670
VOLVO	225	225	225	630	9,797	10,235
Total Cars, Canada	14,353	17,018	15,170	40,489	823,790	785,181
N. American Cars	131,502	148,128	112,759	325,707	7,068,672	7,010,337
N. American Trucks	48,907	54,076	40,273	113,484	2,061,442	2,099,412
North American Cars and Trucks	180,409	202,204	153,032	439,191	9,130,114	9,109,749

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

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EPA proposes averaging for 1985 diesels

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — U. S. and foreign makers offering diesel power in passenger cars and light-duty trucks would be offered the option of averaging emissions from these vehicles to meet the diesel particulate standard of .2 grams per mile in 1985 under regulations proposed by EPA.

Were the companies to take advantage of the averaging scheme, they could as a whole save from $188 to $376 million over a five-year period without "any appreciable loss of air quality benefits," EPA says.

The averaging concept had been suggested to the agency by General Motors and Volkswagen of America, two firms deeply committed to diesel technology.

Both firms had offered averaging programs, but EPA decided to reject these on anticompetitive grounds and instead is proposing a limited-scope averaging plan it believes avoids most of the anti-competitive aspects as well as some negative environmental impacts inherent in both the GM and VWoA plans.

• EPA is suggesting that under its proposal a manufacturer could establish individual particulate emissions limits for each engine family included in the averaging program such that when they were weighted by their respective family production and averaged together, the manufacturer's resulting diesel average particulate level would be equal to or below the applicable particulate standard.

In no case, however, would EPA permit a vehicle to emit more than 0.4 grams per mile particulates.

EPA said it was taking that position, even though it recognized this will limit the range of the averaging concept, to deal with the possibility of large numbers of relatively high particulate emitters being sold in one region, for example, a taxi fleet of vehicles emitting near the .4 grams per mile limit for the Manhattan area.

The agency said it is also considering not allowing the selling of vehicles normally counted in an averaging program, in high altitude areas and California.

EPA says it will not get involved in enforcing the particulate standard under the averaging proposal until the end of the calendar year but that for inspection and maintenance purposes will require that each vehicle be labeled with its applicable particulate standard.

Thus, some vehicles will have

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Dream showroom

Wright building done right

Mercedes-Benz Manhattan recently reopened its renovated showroom which was designed originally by Frank Lloyd Wright in 1954. One of only three buildings in New York City by the famous architect, the dealership showroom now makes use of one feature in the original design that was not implemented: A mirror built into the ceiling in the shape of a three-pointed star. Through the use of additional mirrors, a customer can see five cars at a time in the relatively limited space (3,600 square feet).

UAW's decision due on early talks at Ford and GM

By Marjorie Sorge
Labor Editor

The UAW will decide early next month whether it will conduct early negotiations with the auto makers.

Members of the union's Ford and General Motors councils will meet separately Jan. 8 in Chicago to weigh the poor economic situation in the auto industry and their own problems against early bargaining.

UAW Vice Presidents Donald Ephlin and Owen Bieber called the meetings of the 225-member Ford Council and the 300-member GM Council after the union's bargaining units had polled the feelings of the rank-and-file. It is now up to the two councils to decide whether there will be early negotiations. The current contracts expire Sept. 15. Ordinarily, bargaining would begin in mid-summer.

The UAW Executive Board voted Dec. 9 to allow the councils to make the decision on early bargaining. It had previously said the union would not begin early negotiations with any company.

"The depression in the auto industry has gone from bad to worse," Ephlin said. "This is the 23rd month in which indefinite layoffs have affected more than 150,000 workers."

He said Ford is in bad shape and something must be done to protect jobs. Ephlin is head of the UAW's Ford Department.

Bieber, head of the GM Department, said, "Indefinite layoffs at GM right now are at their highest level in months and the prospects for the immediate future don't look optimistic."

There are 51,222 U. S. hourly workers indefinitely laid off at Ford and 112,000 off at GM.

While Alfred S. Warren, GM's labor relations vice president, said the move was another positive step by the union, GM Chairman Roger B. Smith said it may be too late to save some jobs.

"We've asked them and asked them to sit down and negotiate with us before it's too late. I'll tell you something — it's too late for somebody today," Smith said in an interview with UPI last week.

He did, however, praise the union's decision to begin early negotiations if the workers approve.

Ford Chairman Philip Caldwell also praised the decision, calling it a "positive move by the UAW." He added, "We hope that this is a step toward negotiation of a new contract for which there is such an urgent need."

Ford is expected to lose between $950 million and $1 billion this year, while GM is expected to show a profit of about $350 million.

• While it is conceivable that one of the two UAW councils could vote not to begin early negotiations, Ephlin said the situation is "very unlikely." He said it is very advantageous to both the companies and the union to keep the present pattern bargaining form.

Earlier, some analysts thought the 1982 negotiations might mark the end of pattern bargaining because of the varying financial situations at, specifically, Ford and GM.

This could result in adding another tier to the auto company wage structure. GM and Ford have already complained that Chrysler Corp. has a cost

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Program includes payments to dealers for over-quota orders

New Chrysler rebate: $300-$1,000

By Joseph Bohn
Marketing Editor

Chrysler, as previously reported, (Automotive News, Dec. 21), is beginning the new year the way it ended the old — with a consumer rebate. "Get a car; get a check" is being revived as the advertising theme.

The newest rebate, which starts Jan. 1, goes across the board on all '81 and '82 domestic and imported cars and trucks, except Newport/New Yorker, St. Regis and LeBaron convertibles, with payments to customers of $300 to $1,000.

Chrysler is additionally paying bonuses of $100 to $400 per unit to dealers who order more than their required wholesale allocation, and $300 per unit for vehicles ordered but not sold during the rebate period. Dealers must order their quota of cars to participate in the retail rebate.

The rather complicated program works this way.

The retail rebate portion runs from Jan. 1 to Feb. 28. Chrysler pays all the rebate money (no contribution by dealers) in the following amounts:

1. $300 — All '81 Omni/Horizon, all '82 Omni/Horizon, except Misers; all '81 and '82 TC3 and 024, including Misers; all '81 and '82 import cars; all '81 Aries/Reliant and all '82 Aries/Reliant, except the low-line 2-door $5,995 price leader; all Dodge 400 and LeBaron front-drive models except the LeBaron convertible, and all Miser pickup trucks.

2. $500—All '81 and '82 import trucks; all '81 and '82 vans; all '81 and '82 regular pickup trucks, excluding Misers; all '81 and '82 Diplomats; '82 Gran Fury; '81 LeBaron, and '81 and '82 Cordoba/Mirada.

3. $1,000—All '81 and '82 Ram Wagons (Sportsman); '81 Trail Dusters; '81 and '82 Ramchargers, and the '81 and '82 Imperial.

• In order to participate in the rebates, dealers must order a specified number of vehicles for both January and February. The order allocations are based on the average of the dealer's retail sales during September-October-November of 1981.

A dealer must place his full January allocation order by Jan. 8 and his February allocation by Feb. 5 to participate.

However, retail sales are tied to wholesale order objectives. If a dealer was required to order 100 cars for January, but sold only 75, he can deduct 25 units from his February order allocation. Conversely, if he ordered 100 units for January, but retailed 125, he would be obliged to order an additional 25 for his February allocation.

The replacement feature of the program, which emphasizes sales in order to keep factory lines running, led to Chrysler calling its program "the one for one retail incentive program."

Dealers who voluntarily order 25 percent more units than their

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breaking news

Sizing Ford's future fullsizers

DEARBORN. — Ford Motor's next wave of fullsize cars, codenamed "Taurus," will be about the same size as today's Granada. Front-drive LTD and Marquis replacements, due in late '85, will be five-passenger models riding on a 105.7-inch wheelbase, down more than eight inches from current models. Powertrain is said to be Ford's new "Penta" engine, a four-cylinder derivative of the old 200-CID inline six, and a five-speed transmission. The 105.7-inch platform will also be used for the new FWD Lincolns, which bow in mid-1986.

Renault lands on Arab boycott list

PARIS. — Renault has been placed on the Arab boycott list. The move stems from Renault's 46-percent stake in American Motors, which has a manufacturing license to produce Jeeps in Israel.

Nissan creates financing subsidiary

CARSON, Calif. — Nissan U.S.A. has formed a new subsidiary, Nissan Motor Acceptance Corp., to handle wholesale and retail auto financing for Datsun dealers and their custo-

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